

# Is Open Education a revolution or are MOOCs only marketing instruments?

Citation for published version (APA):

Stracke, C. M. (2016). *Is Open Education a revolution or are MOOCs only marketing instruments?*. Paper presented at Open Education Global 2016, Krakow, Poland.

## Document status and date:

Published: 01/01/2016

## Document Version:

Peer reviewed version

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# Is Open Education a Revolution or are MOOCs only marketing instruments?

Paper presentation @ OE Global  
2016 by **Christian M. Stracke**

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Research Centre for Learning, Teaching and Technology

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**Dr. Christian M. Stracke:**  
**Open Learning & Education, Innovations,  
Policies, Quality & Competences, Impact**

**Open University of the Netherlands**



**Global cooperation: ECNU & KNOU**



**Global initiative ICORE for OR & OE**



**Annual international LINQ Conference**



**eLC European Institute**



**Standardization Chair in ISO & CEN**

**Welten Institute**  
Research Centre for Learning, Teaching and Technology

**Open Universiteit**  
**welten-institute.org**



# Selected Projects:

## Competence and Skills Modelling



## Open Education and Research



## Technology-Enhanced Learning at Large Scale

## Quality Management and Evaluation



# Selected Projects:



[www.inclusive-education.net](http://www.inclusive-education.net)



[www.ACT-now.de](http://www.ACT-now.de)



[www.aristotele-ip.eu](http://www.aristotele-ip.eu)



[www.opendiscoveryspace.eu](http://www.opendiscoveryspace.eu)



[www.ecompetence.eu](http://www.ecompetence.eu)



[www.wacom-project.eu](http://www.wacom-project.eu)



[www.simbase.co](http://www.simbase.co)



[www.mooc-quality.eu](http://www.mooc-quality.eu)



[www.agriculture-competences.eu](http://www.agriculture-competences.eu)



[www.voa3r.eu](http://www.voa3r.eu)



[www.digifem.eu](http://www.digifem.eu)



[www.eMundus-project.eu](http://www.eMundus-project.eu)



[www.locloud.eu](http://www.locloud.eu)



[www.quality-development.eu](http://www.quality-development.eu)



[www.learning-standards.eu](http://www.learning-standards.eu)



[www.inspiringscience.eu](http://www.inspiringscience.eu)

**Is Open Education  
a Revolution  
or are MOOCs only  
marketing instruments?**

# **What is Open Education?**



**ATTENTION!!!**

**What is  
Open Education?**

**EXAMINATION!!!**

**Your answers:**

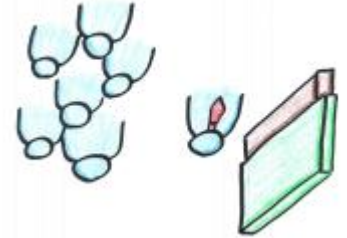
**What is  
Open Education?**



Source: <https://www.flickr.com/photos/opensourceway/>

**Open Education (OE):  
Innovations for **changing**  
& **opening up** education  
to improve the **quality****

# Waves of OE



**1960s: Open Classrooms**

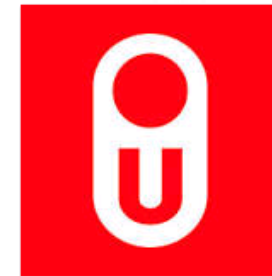
**1960s: Open Universities**

**1990s: Open Educational Resources**

**2000s: Open Online Collaboration**

**2010s: Open Educational Practices**

**Now: Open Educational Environments**



# Open Education (OE)

**Macro:**

**Policies and Curricula**

Strategic & organisational

**Meso:**

**Organisation and Design**

**Micro:**

**Learner and Course**

**What are MOOCs?**



**ATTENTION!!!**

**Who knows what MOOCs mean?**  
**Who has participated in a MOOC?**  
**Who has finished a MOOC?**  
**Who enjoyed the MOOC?**

**EXAMINATION!!!**

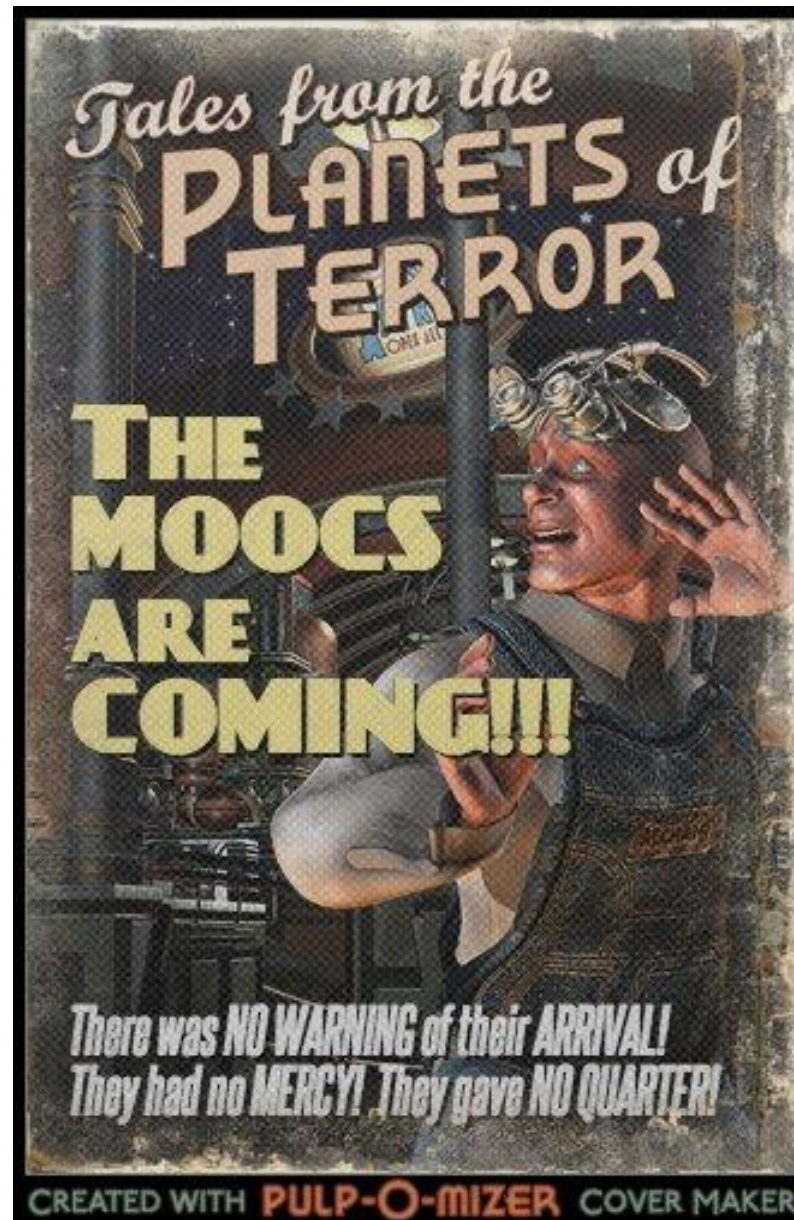
# **Your answers:**

**Who knows what MOOCs mean?**

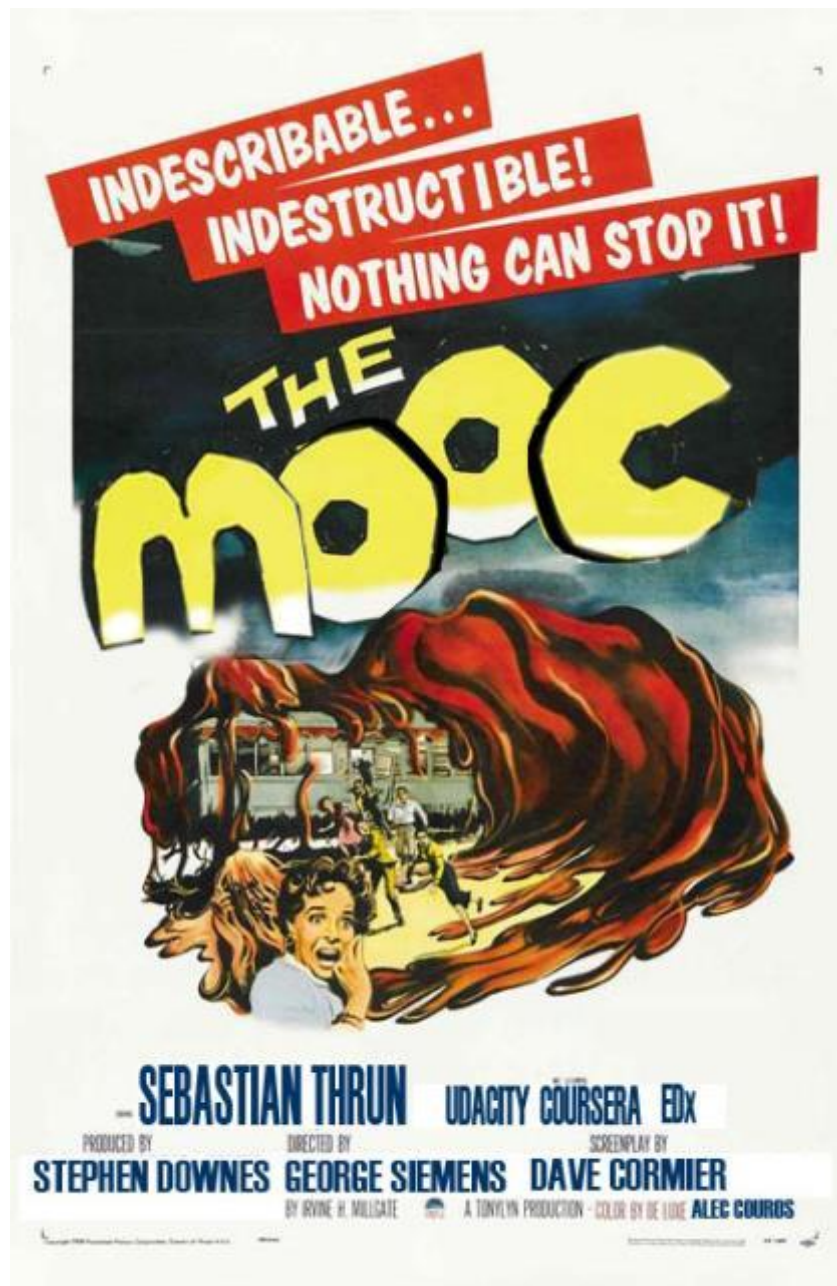
**Who has participated in a MOOC?**

**Who has finished a MOOC?**

**Who enjoyed the MOOC?**



Source: <https://www.flickr.com/photos/catspyjamasnz/>



Source: <https://www.flickr.com/photos/gforsythe/>





# MOOCs

**cMOOCs vs. xMOOCs (vs. yMOOCs?)**

**Openness?**

**Quality?**

**Tutoring?**

**Completion rate?**

**The big advantage:**

**Mass marketing for E-Learning**

**ATTENTION!!!**

**What are your current  
MOOC challenges?**

**EXAMINATION!!!**



**ATTENTION!!!**

**Drop-out rate?**

**Quality?**

**Support (tutoring, Q&A)?**

**Feedback (reviews)?**

**Collaboration?**

**EXAMINATION!!!**

**Open Education (OE):  
Innovations for **changing**  
& **opening up** education  
to improve the **quality****

**To improve  
Quality  
in MOOCs!**

# Open Education (OE)

**Macro:**

**Policies and Curricula**

Strategic & organisational

**Meso:**

**Organisation and Design**

**Micro:**

**Learner and Course**

# Quality by OE

**Macro:**

**Movement & Strategies**

Strategic & organisational

**Meso:**

**Frameworks & Standards**

**Micro:**

**Competence & Community**

# Quality by Open Learning

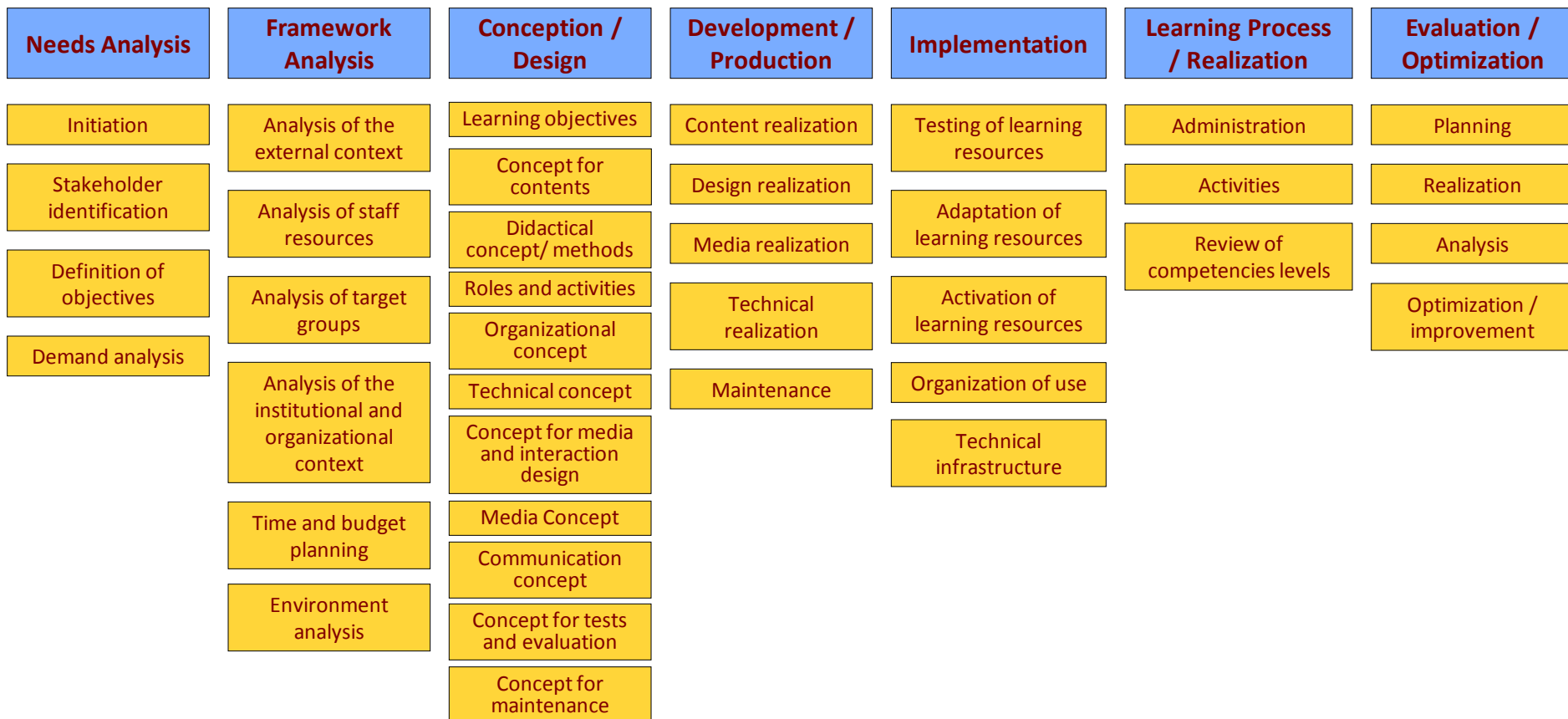
Macro: Movement & Strategies

**Meso: Frameworks & Standards**

Micro: Competences & Communities

# Standard: ISO/IEC 19796-1

## The Reference Process Model:





# Standard: ISO/IEC 19796-1

## Example of required adaptation:

Needs Analysis	Framework Analysis	Conception / Design	Development / Production	Implementation	Learning Process / Realization	Evaluation / Optimization
Initiation	Analysis of the external context	Learning objectives	Content realization	Testing of learning resources	Administration	Planning
Stakeholder identification	Analysis of staff resources	Concept for contents	Design realization	Adaptation of learning resources	Activities	Realization
Definition of objectives	Analysis of target groups	Didactical concept/ methods	Media realization	Activation of learning resources	Review of competencies levels	Analysis
Demand analysis	Analysis of the institutional and organizational context	Roles and activities	Technical realization	Organization of use		Optimization / improvement
	Time and budget planning	Organizational concept	Maintenance	Technical infrastructure		
	Environment analysis	Technical concept				
		Concept for media and interaction design				
		Media Concept				
		Communication concept				
		Concept for tests and evaluation				
		Concept for maintenance				

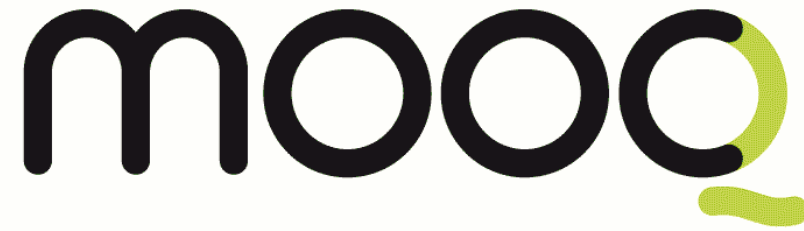
# Frameworks: MOOQ

**MOOQ for the quality of MOOCs:  
“We will make MOOCs better”**

**Quality Reference Framework with  
indicators for design & comparison**

**[www.MOOC-quality.eu](http://www.MOOC-quality.eu)**





**WE WILL MAKE  
MOOCs BETTER!**

[www.mooc-quality.eu](http://www.mooc-quality.eu)

# Quality Framework

**as Reference Framework for MOOCs:**

**Which dimensions?**

**Which quality indicators for design?**

**More quality indicators for comparison?**

**[www.MOOC-quality.eu](http://www.MOOC-quality.eu)**



# Quality Framework

**as Reference Framework for MOOCs:**

**Our first proposals:**

- **Gamification**
- **Personal adaptation**

**[www.MOOC-quality.eu](http://www.MOOC-quality.eu)**



# **LINQ**

**The leading European and  
international Conference on  
Learning INnovations & Quality**

**[www.learning-innovations.eu](http://www.learning-innovations.eu)**



# LINQ 2013



**Our Vision:**

**Open Learning  
for best future  
Learning Innovation  
and Learning Quality!**



Please use: #LINQ2013  
Follow: @LINQ\_Conference





# LINQ 2015



**Our Vision:**  
**Openness as Default!**

**First ICORE Workshops:**  
**Follow up at ICDE 2015**  
**in South Africa and at**  
**OE Global 16 in Poland**



Please use: #LINQ2015  
Follow: @LINQ\_Conference



# ICORE

## ICORE: International Community for Open Research and Open Education

**Launched 15th May 2013 in Rome**

**Already more than 300 members within one year**

**First recognition by key stakeholders & EC:**

**Let us join forces and become ICORE member!**

**[www.ICORE-online.org](http://www.ICORE-online.org)**



# ICORE & OEC

## **Common ICORE & OEC Workshop: Connecting Open Research & Education Declaration of Crete**

**Re-establishment of Openness as Default!**  
**Approved 9th May 2014 (ICORE & OCW together with CC)**

[http://wiki.icore-online.org/index.php/ICORE\\_Declaration\\_of\\_Crete](http://wiki.icore-online.org/index.php/ICORE_Declaration_of_Crete)  
[www.ICORE-online.org](http://www.ICORE-online.org)



# ICORE

## ICORE: The need for cooperation!

**Series of ICORE Workshops with key organisations**

**“How to re-establish Openness as default?”**

**First ICORE Workshops at ICDE Conference**

**in South Africa & here at OE Global 2016!**

**Towards a global joint initiative!**

**[www.ICORE-online.org](http://www.ICORE-online.org)**







# ICORE & OEC



## ICORE Action Lab @ OE Global 2016: “How to re-establish Openness as default?”

[http://wiki.icore-online.org/index.php/ICORE\\_Workshop\\_at\\_OE\\_Global\\_Conference\\_2016\\_in\\_Poland](http://wiki.icore-online.org/index.php/ICORE_Workshop_at_OE_Global_Conference_2016_in_Poland)

Part of the ICORE Workshop series:

[http://wiki.icore-online.org/index.php/ICORE\\_Workshop\\_Series\\_on\\_Openness\\_for\\_All](http://wiki.icore-online.org/index.php/ICORE_Workshop_Series_on_Openness_for_All)

More on: [\*\*www.ICORE-online.org\*\*](http://www.icore-online.org)

Basis: Declaration of Crete from OEC and ICORE Workshop @ LINQ 2014

[http://wiki.icore-online.org/index.php/ICORE\\_Declaration\\_of\\_Crete](http://wiki.icore-online.org/index.php/ICORE_Declaration_of_Crete)

# **Change in Education!**



**To improve  
Quality  
(not only) in MOOCs!**

# **Towards Open Learning**

**Let us Opening up Learning,  
Education and Training for ALL!**



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All also online available at: <http://www.opening-up.education>

# **Towards Open Learning**

**Let us Opening up Learning,  
Education and Training for ALL!**



# Let us cooperate!



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**@ChrMStracke**

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# Let us connect!



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